



President's Council on Fitness, Sports and Nutrition

About the Council

The President's Council on Fitness, Sports and Nutrition (PCFSN) is a committee of up to 25 volunteer citizens who advise the President through the Secretary of Health and Human Services about opportunities to develop accessible, affordable and sustainable physical activity, fitness, sports and nutrition programs for all Americans regardless of age, background or ability.

The President's Council (2010-2012) is led by two Co-Chairs: New Orleans Saints Quarterback and Super Bowl XLIV MVP Drew Brees and three-time Olympic Gymnast Dominique Dawes. Shellie Pfohl, M.S. is the Executive Director of PCFSN. For a complete list and bios of Council members and staff, visit www.fitness.gov.

In addition to Co-Chairs Brees and Dawes, members of the President's Council include:

Dan Barber
Tedy Bruschi
Carl Edwards
Allyson Felix
Grant Hill
Donna Richardson Joyner
Billie Jean King

Michelle Kwan
Dr. Risa Lavizzo-Mourey
Cornell McClellan
Dr. Stephen McDonough
Chris Paul
Curtis Pride
Dr. Ian Smith

Council Mission

PCFSN's mission is to engage, educate and empower all Americans across the lifespan to adopt a healthy lifestyle that includes regular physical activity and good nutrition.

The Council plays a key role in the development of the administration's programmatic priorities, outreach and awareness efforts to improve the health and quality of life for all Americans.

Among the Council's charges are to:

1. Expand national interest in and awareness of the benefits of regular physical activity, fitness, sports participation, and good nutrition;
2. Stimulate and enhance coordination of programs within and among the private and public sectors that promote physical activity, fitness, sports participation, and good nutrition;
3. Expand availability of quality information and guidance regarding physical activity, fitness, sports participation, and good nutrition; and
4. Target all Americans, with particular emphasis on children and adolescents, as well as populations or communities in which specific risks or disparities in participation in,

access to, or knowledge about the benefits of physical activity, fitness, sports participation, and good nutrition have been identified.

Council History

PCFSN was most recently known as the President's Council on Physical Fitness and Sports until President Barack Obama authorized the name change and expanded the mission of the Council to include "nutrition" in the Executive Order signed in June 2010.

The Council was originally founded by President Dwight D. Eisenhower in 1956 as the President's Council on Youth Fitness. Since its inception, the Council has been pivotal in getting Americans physically active through an array of programs, events and initiatives including the establishment of May as National Physical Fitness and Sports Month and the publication of the quarterly *Research Digest*. For more information about the Council's history and programs, visit www.fitness.gov.

President's Challenge Physical Activity and Fitness Awards

www.presidentschallenge.org

The President's Challenge is the Council's signature awards and recognition program. What started in 1966 as the Presidential Physical Fitness Award has expanded into a cadre of fitness and physical activity awards. Housed under the Challenge umbrella are the youth physical fitness test, adult fitness test, two school recognition programs, and two physical activity awards programs-- the Presidential Active Lifestyle Award (PALA) and Presidential Champions Award, available to people aged 6 and older.

The PALA is a cornerstone of the physical activity pillar of the *Let's Move!* initiative. It can be completed on the President's Challenge interactive website or through tracking on a simple paper log. The purpose of this 6-week program is to jump start a regular fitness routine—showing them a variety of physical activities they can do. Once they complete the PALA, they can move on to the point-based Presidential Champions program (only available on-line). Participation in all President's Challenge programs is free.

Through the President's Challenge Advocates partnership program, the President's Challenge program partners with a variety of organizations to further its reach. Advocate activities range from subsidizing awards for youth to utilizing the challenge as part of an employee health and wellness program and incorporating President's Challenge information into special initiatives and promotions.

Getting America Active and Healthy

The Council offers two awards to recognize national and local contributions to physical activity, fitness, and sports.

Lifetime Achievement Award

The Lifetime Achievement Award (LAA) was launched in 2006 to recognize individuals who have made significant contributions to the advancement and promotion of physical activity, fitness,

and sports nationwide over the course of his or her career. Nominations must be received by February 1st. Council members are emailed copies of the nomination forms and vote for up to five award winners. LAA winners are recognized at a council meeting or a venue selected by the award winner.

Community Leadership Award

The Community Leadership Awards are given out annually to up to 50 individuals in recognition of their efforts to provide or enhance opportunities for community members to engage in physical activity, fitness, or sports programs. Nominations must be received by February 1st. Nominations are divided into groups and emailed to council members to review and score. The award winners are announced each May and sent a certificate.

The Council incorporates messaging and promotes efforts associated with:

Physical Activity Guidelines for Americans

www.health.gov/paguidelines

The *2008 Physical Activity Guidelines for Americans* (PAG) provides science-based guidance to help Americans aged 6 and older improve their health through appropriate physical activity. The PAG are the first comprehensive guidelines on physical activity to be issued by the Federal government. These guidelines are based on the report of the Physical Activity Guidelines Advisory Committee, a scientific advisory panel made up of leading experts in the areas of exercise science and public health.

The President's Council played a role in the Federal steering committee, writing group, communications team, and supporter network communication efforts.

Legislation introduced in the House (H.R. 3851) and Senate (S.1810) direct the Secretary of Health and Human Services to publish updated guidelines every five years.

Dietary Guidelines for Americans

www.dietaryguidelines.gov

The *Dietary Guidelines for Americans* (DGA) are the cornerstone of Federal nutrition policy and nutrition education activities.

The Dietary Guidelines are jointly issued and updated every 5 years by the Departments of Agriculture and Health and Human Services. The DGA provide authoritative advice for people two years and older about how good dietary habits can promote health and reduce risk for major chronic diseases.

With each new iteration of the DGA, a Dietary Guidelines Advisory Committee (DGAC) consisting of nationally recognized experts in the field of nutrition and health review the scientific and medical knowledge current at the time and recommend to the Secretaries any revisions that the Committee determines are warranted for the next edition. The Committee prepares a report of its recommendations and rationales for revision to the

Secretaries. The Departments then jointly review the Committee's recommendations and publish the revised *Dietary Guidelines for Americans*.

The seventh edition of the DGA will be released in the Fall of 2010.

National Physical Activity Plan

www.physicalactivityplan.org

The U.S. National Physical Activity Plan is a comprehensive set of policies, programs, and initiatives that aim to increase physical activity in all segments of the American population. Hundreds of public and private sector organizations are working together to change our communities in ways that will enable every American to be sufficiently physically active.

The Plan aims to create a national culture that supports physically active lifestyles. Its ultimate purpose is to improve health, prevent disease and disability, and enhance quality of life.

The Plan is comprised of recommendations that are organized by eight societal sectors:

- Business and Industry
- Education
- Health Care
- Mass Media
- Parks, Recreation, Fitness and Sports
- Public Health
- Transportation, Land Use, and Community Design
- Volunteer and Non-Profit

The President's Council is focused on efforts in the Education and Parks, Recreation, Fitness and Sports sectors. Additional national, regional, state and local programs and initiatives that aim to get Americans active and healthy include:

- Let's Move!, a national campaign launched by First Lady Michelle Obama to help solve the issue of childhood obesity within a generation;
- America's Great Outdoors, an interagency partnership to advance better use and conservation of our outdoor environments across the country; and
- Healthy People 2020, a Department of Health and Human Services initiative to ensure that good health and long life are enjoyed by all.

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1101 Wootton Parkway, Suite 560

Rockville, MD 20852

240-276-9567 Main / 240-276-9860 Fax

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www.presidentschallenge.org